



LEDGER CENTRAL

IS A YEAR OLD TODAY

At its birth it was generally regarded as the "uptown office" of the Ledger. Today it is looked upon as one of Philadelphia's foremost institutions. Day by day and week by week during the past twelve months the public has more and more depended upon LEDGER CENTRAL to furnish prompt, accurate, courteous service along constantly broadening lines. While the first conception of a centrally located office was a convenient place to better accommodate our increasing Want Ad. patronage, it was soon found that Ledger readers could be served in many other ways. So this "First Aid to the Public" has become an indispensable service station. How well it has fulfilled its purpose can best be appreciated by testing any one of its departmentized activities.

A MOST complete Travel and Resort Bureau, with many thousand kinds of literature on Summer and Winter Resorts here and abroad. Time Tables and booklets from all railroad and steamship lines are at your disposal. LEDGER CENTRAL'S Travel Expert will lay out an itinerary to any place, either by rail, water or automobile, approximate the cost and time required and furnish free literature.

An Educational Bureau that has been of great aid to perplexed parents and pupils in the selection of the most suitable preparatory school or college. Literature is on file from the leading schools throughout the East. Two college men handle this work and have personally visited the majority of the schools. A reliable, unbiased service.

General information queries on every conceivable subject are cheerfully and quickly answered. A compact library of facts is instantly available for most inquiries. Knowing "where to seek" and "whom to ask" enables the LEDGER CENTRAL staff to settle many a controversy and many a doubt without delay. Over 24,000 callers have used the Bureau with satisfaction during the first year.

Probably you have noticed the displays of nationally advertised products in the window at LEDGER CENTRAL. These displays are intended to inform the Philadelphia public of the merchandise of real merit that is being advertised in local newspapers and sold by worthy local retailers.

A N AID to those seeking a good position or good help is the Commercial Registry Bureau. Mr. Hunt, in the Men's Department, and Miss Dean, in the Woman's Department, are constantly bringing the right employer and the employee together. This is a service to LEDGER advertisers, and, like all other features of the Bureau—it's free.

And there's the Ledger Photo Service, with an up-to-date exhibit of photographs and descriptions of homes that are for sale or for rent. Another exhibit of apartments available—furnished and unfurnished—and good boarding places. You will also find a display of plans of artistic suburban homes, floor plans, elevations, cost to build, etc. LEDGER CENTRAL will tell you of real estate brokers who specialize in the kind of property you want in various locations.

Here is the meeting place for those who seek a suitable place in which to transact business. Four comfortable, secluded nooks, in addition to the waiting room, are provided, where you may read the current or back files of Philadelphia newspapers and all Curtis publications. Stationery is provided for correspondence and for convenience in answering Ledger Want Ads. Travelers' checks and postage stamps are on sale.

Public telephones in sound-proof booths are located conveniently for your use. The demand for telephone service at this point is so great, LEDGER CENTRAL has entered into contract with the Bell Telephone Company to immediately install ten additional stations, with switchboard and operators. There will always be a phone for your use.

Have YOU Benefited by Ledger Central Service?

LEDGER CENTRAL is for your use—at any time and in any way it CAN help you. If you can suggest any further fields of service we will be only too glad to receive your suggestions and adopt them if we can.

OPEN: 7 A. M. to 11 P. M. Daily

9 A. M. to 7 P. M. Sundays

LEDGER CENTRAL

Chestnut Street at Broad